

EVERSONS
FOOD PROCESSORS
OF FREDERICKTON

PO Box 2
Frederickton NSW 2440
Phone: 02 6566 8125
Fax: 02 6566 8556
email: eversons@ceinternet.com.au
ABN: 32 003 450 039

May 1, 2008

The Secretary
Senate Standing Committee on
Rural and Regional Affairs and Transport
P. O. Box 6100
Parliament House
CANBERRA ACT 2600

Dear Sir/Madam,

RE: INQUIRY INTO MEAT MARKETING.

I have retailed, wholesaled and processed all meat products for the past 38 years. I have been based always in New South Wales and have sold into every mainland state and the territory, Lord Howe Island.

I, like all New South Wales processors, have been very concerned for decades on the inadequacies of labeling of the ovine categories.

I believe that dentition has nothing to do with eating quality and therefore ovine products have always been labeled incorrectly.

Through the 1980's and early 1990's it was impossible to change our regulators thinking because I believe we as processors delved on specifics and the actual status quo was never raised.

Before any discussion takes place, I feel we need to transparently without finger pointing or convictions establish for the first time the following:

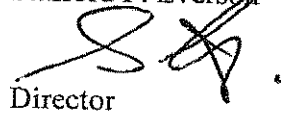
- 1- How is the current ovine chain practiced in a fair dinkum debate?
- 2- What is wrong with the status quo?
- 3- What is right with the status quo?

I have many points of arguments, both for and against the labeling debate of ovine products. The major ones are:-

- 1- No national legislation.
- 2- This places some states at enormous economic advantage, over others, who are evenly disadvantaged.
- 3- Ovine legs and cutlet racks for example are being retailed and promoted without cherry red roller brands. This fact, according to the ACT is down grading LAMB or HOGGET into MUTTON, but sold as lamb.
- 4- Ovine meat that sits within the hogget category is a highly sought after product within the FOOD SERVICE industry and with retailers that sell on price. This is because of its leanness, enhanced flavour and reduced price. It is a very good product but the only section of our industry that requires the category hogget are our regulators. That is why hogget is wholesaled and retailed with a cherry red LAMB brand on it.

I would welcome the chance to be included in any future forums on the issue of the ovine Meat Marketing. This is because I have 14 different definitions of the old English title "Hogget" and it needs to be put to rest in Modern Australia.

Yours truly,
Stafford P. Everson


Director